BIRTH CONTROL PROBLEMS SOLVED

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The Solution of BIRTH CONTROL PROBLEMS

What Birth Control is

IN principle, Birth Control is a very simple thing. It is the answer of intelligent human beings to the fact that Nature is far more prolific of human life than is desirable when viewed from the standpoint of mankind's social and economic health.

In modern times, men and women have found themselves able to answer this problem in a way that is consonant with human dignity and æsthetic ideals; this is due to the question having received the earnest consideration of the best brains amongst the Medical Profession and scientific research workers, with the co-operation of progressive thinkers in all classes.

The result of this combined effort has been to establish on a sound basis the hygienic and healthy practice generally known as Birth Control, but which might be more correctly described as Conception Control. No longer need the unfit propagate *more* unfit; no longer need certain women's lives be jeopardised by dangerous pregnancy; no longer need all

married women be subjected to continual pregnancy; no longer need families be larger than the parents can support and care for adequately.

To-day, the pros and cons of Birth Control are openly discussed in conversation and in the Press. From the moral standpoint, it has received the blessing of Dean Inge; from the medical point of view, it has been endorsed by the Royal Physician, Lord Dawson of Penn.

Why, then, any controversy?

In spite of the fact that Birth Control is now agreed to, in principle, by all who approach it with an open mind, its general desirability still continues to be questioned. The reason for this is the widespread ignorance of physiological factors connected with the practice—an ignorance which has led innumerable people to adopt methods that are either unæsthetic in detail, harmful to the health, or prejudicial to the continued power of conception.

Unfortunately, this particular question of the right method to use is not discussed with the same open and informed attitude of mind as the general question concerning the advisability of controlling the number and frequency of offspring in any family. In the following pages, therefore, we have set out to provide the much-needed enlightenment that the position calls for, believing that the information will prove of incalculable benefit to all who need it.

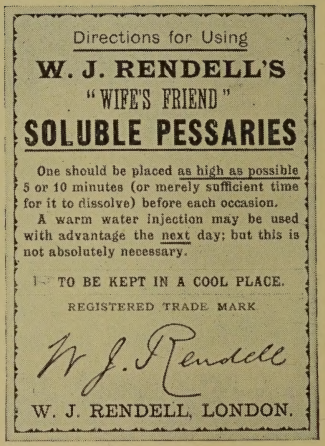
The Ideal Way

Details of a perfectly safe and satisfactory method of Birth Control are now known to all members of the Medical Profession and to tens of thousands of married people in all parts of the world. The need is for these details to be known by many millions more.

The method is the regular use of Rendells Pessaries, first invented over 50 years ago by W. J. Rendell, and since tested and approved by competent experts and an enthusiastic body of actual users.

This method has none of the serious disadvantages of all other methods, and although imitations have naturally been offered to the public, Rendells still remains easily first in medical and public estimation. Every claim we make on behalf of Rendells you will find fully substantiated in the following pages, and you have only to try them once to agree that here is the really ideal solution to the problem of what method to adopt.

See how easy it is


Directions for Using
W. J. RENDELL'S
"WIFE'S FRIEND"
SOLUBLE PESSARIES
One should be placed as high as possible 5 or 10 minutes (or merely sufficient time for it to dissolve) before each occasion.
A warm water injection may be used with advantage the next day; but this is not absolutely necessary.
TO BE KEPT IN A COOL PLACE.
REGISTERED TRADE MARK
W. J. Rendell
W. J. RENDELL, LONDON.

The best way of showing you how simple the Rendells way is, in practice, is to tell you just what to do; and so, we reproduce here a copy of the actual directions, as included in every box. Could anything be less trouble, or less inclined to offend the scruples of even the most fastidious?

Why it never fails

Rendells Pessaries consist of the purest active and emollient ingredients thoroughly blended with refined Ol. Theobrom. Each pessary quickly and completely melts at body heat. Used as directed above, it blends with the natural excretions, forming a thin glutinous covering over the walls of the vagina and the lower entrance to the womb.

Now consider its subsequent action. Conception occurs when one male cell (spermatozoon) fertilizes the ovum cast out of the female ovaries every month. This fertilization

usually occurs in one of the Fallopian Tubes leading from the ovaries to the womb ; after which, the fertilized ovum makes its way into the womb where its development into a baby takes place.

When a Rendells Pessary is used, no spermatozoon can reach the womb, or the Fallopian Tubes beyond, without first coming into contact with the above-mentioned sperm-acidal and glutinous covering, which immediately renders it inactive. So, it is clear that, in such circumstances, it is quite impossible for the ovum to be fertilised. All that is necessary is to follow the directions, and complete safety is assured. (Users who like to do so can douche themselves afterwards, *but on no account should this take place until at least six hours following each occasion* ; otherwise the effects of the pessaries are liable to be marred.)

One further advantage of this method is that the use of the pessaries may be discontinued whenever Birth Control is no longer necessary ; and ability to conceive is found to be in no way impaired.

Here we must mention that malicious persons have spread a rumour to the effect that one Pessary in every box sold must be ineffective to comply with the law. This is totally untrue, every Rendells Pessary is of standard strength and efficacy. Our solicitors have instructions to discover the sources of this ridiculous rumour, and we shall greatly appreciate any help readers of this booklet can give us in the matter.

Just compare this way with other methods commonly used

Is it not strange, that with this trouble-free method available — a method involving scarcely any deviation from the routine of nature — is it not strange, we repeat, that men and women far too commonly adopt methods that are uncertain in their consequences, often dangerous, and usually repugnant to even those who practise them? One has only to enumerate some common usages to demonstrate how superior the Rendells way is to all others.

A good many preach total abstinence, and a smaller number try to put it into practice. It has been found a sure way to wreck marital happiness. Widely recommended is the restriction of intercourse to the supposed " safe period"; but there is no absolutely safe period, only one of less inclination. Such restriction, therefore, is not Birth Control at all, but merely the denial of a natural impulse. There is " withdrawal " (*coitus interruptus*); this is very frequently attempted over long periods, and medical men everywhere bear witness to its disastrous effects on the nerves of both sexes. Moreover, it is not a satisfactory method of control, since there is never any guarantee against small quantities of semen entering the vagina. Perhaps the most widely used method of all is the condom or sheath, but there are few users of this method who would not pronounce it unæsthetic and unsatisfying. Of recent years, the use of various check

pessaries in the form of rubber caps to prevent the entry of spermatozoa into the uterus has come into vogue ; but they are difficult to fit, and only a perfect fit makes them effective. As a result of their misuse resulting in certain inflammatory conditions internally (known to have had fatal consequences), medical men are growing less inclined to recommend them than hitherto. After-douching is another expedient in which women are inclined to have great faith, until experience teaches them how little security they enjoy if they rely on this troublesome operation.

It is also important to remember that ordinary disinfectants, which may be used with perfect safety for other parts of the body, may cause serious trouble when used as a douching solution. Harsh chemicals contained in most disinfectants on coming into contact with the delicate lining of the vagina may cause the most severe irritation or burning which cannot in all cases be cured without Medical attention.

Compared with these more or less harmful and clumsy makeshifts, the simplicity and efficiency of the method invented by W. J. Rendell, and recommended by a growing body of medical opinion, is very striking. In the words of Dr. Arthur E. Giles, M.D., B.Sc., M.R.C.P.(Lond.), F.R.C.S.(Edin.), Consulting Surgeon to the Chelsea Hospital for Women and Gynæcologist to the Prince of Wales' General Hospital, Tottenham, regarding Soluble Pessaries, " This method is free from the objectionable features common to some other plans." (Address delivered before the Manchester Medico-Chirurgical Society and reprinted in *The Lancet*, No. 5395.) [1927]

Now we must add

A WARNING . . .

There are two things against which the public must be on its guard after deciding to use this method. Note them carefully.

The first is the use of pessaries that are not properly compounded with harmless materials. Some other preparations are composed of Bi-carbonate of Soda, Tartaric Acid and an oxidising agent. Their use is accompanied by an unpleasant effervescing that, at the best, is a source of considerable discomfort; and they are quite unreliable, since the active oxidising agent has been found to lose its properties a very short time after manufacture. Moreover, a great danger arises from their containing insoluble matter which is apt to clog, and may cause abrasions of the membrane lining the vagina. Rendells Pessaries are entirely free from these disadvantages.

The second thing to beware of is so-called Soluble Pessaries not made by W. J. Rendell, Ltd. The success and popularity of our original product has led to imitations being offered. Usually they are compounded of a crude quality of cocoa-butter and inferior quinine.

This crude cocoa-butter can never be relied upon to melt at body heat, and even the best qualities contain fibrous foreign matter which can cause acute irritation. Only a series of elaborate processes can safeguard users against the danger this involves. Further, the active ingredients are not only impure, but also badly blended with the cocoa-butter. Tests have revealed that, amongst these imitations, individual pessaries have been found to contain excessive quantities of crude quinine entirely unsuitable for contraceptive purposes. Proper compounding and correct treatment of the best materials is essential, and unless the highest standard of manufacture is always maintained, no product can be expected to act as desired.

It is easy to safeguard yourself, however. Ask your chemist for Rendells, and you will rarely be offered anything else. Be certain that you get a red box as illustrated on page 13, bearing a blue seal and W. J. Rendell's autograph on each label. No other kind of box contains Rendells Pessaries; and, obviously, substitutes will never be offered you for *your* benefit.

Chemists, everywhere, can supply you with Rendells Pessaries at 2s. 6d. per box containing 1 dozen, or 1s. 6d. per box containing half a dozen. All can be relied upon to be of the same strength and full efficacy. It is totally unnecessary to use any other method in conjunction with them.

For use abroad you should ask for Rendells Pessaries in the Special Overseas packing. Chemists do not usually keep a stock prepared in this manner, but supplies can be obtained within 24 hours.

The boxes are packed in special airtight tins, which prevent damage even under the most adverse conditions. No extra charge is made for this packing.

Points that make Rendells the reliable way

Being the largest manufacturers of such goods, we have the finest facilities available to ensure unvarying perfection in Rendells Pessaries. They are made of the highest-grade raw materials, in special hygienic laboratories, by competent workers under the constant supervision of a Qualified Chemist.

The highest quality of Ol. Theobrom is subjected to special processes whereby all fibrous and foreign matter is removed, and the cocoa-butter brought to a consistency to guarantee its melting always at the same temperature — *i.e.*, just below body heat.

With this refined Ol. Theobrom are thoroughly blended the active ingredients well known to the Medical Profession as powerful spermicides. The system of scientific control entirely eliminates the possibility of human error during the process of manufacture. Special machinery is

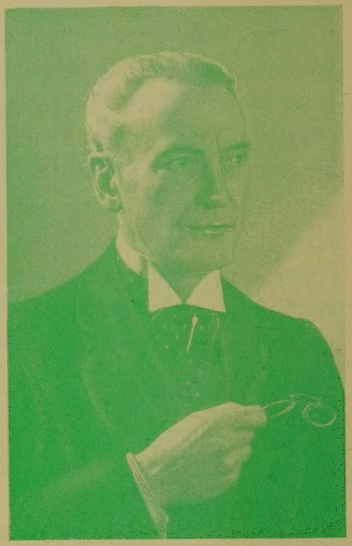
used to ensure correct and adequate mixing and even then laboratory tests must be passed before any Pessaries are released for distribution. Many Doctors have visited our laboratories and have had the opportunity of studying every stage in the manufacture of Rendells Pessaries. It is significant to record that in every single instance complete approval has been shown. It is also generally recognised that the product is manufactured under the best possible conditions, and it would be quite impossible to attain a higher standard of efficiency or hygiene.

Long experience has proved the all-round superiority of the soluble pessary method of Birth Control over the unnatural practices so widely adopted by those who are ignorant of the better way. And it can be justly claimed that Rendells are undoubtedly the best Soluble Pessaries. This claim is backed by fifty years' success, and the wholehearted endorsement of all who have put them to the test.

Proofs of Supremacy

Overleaf we begin to give you a little of the evidence that stamps Rendells Pessaries as being in a class apart amongst contraceptives. Just read the actual words, first, of medical experts ; then, of ordinary users ; and judge for yourself whether we have overstated the case for our product. Remember, these extracts represent merely a fraction of such evidence at present in our files.

The TESTIMONY of the Medical Profession

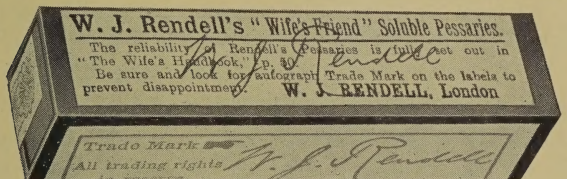


The late Dr. H. A. Allbutt, in his world-famous "The Wife's Handbook," on page 50 writes as follows: "I consider these pessaries to be thoroughly reliable, and that they can always be trusted to prevent conception. Experience has shown that they do all their inventor claims for them. The public should be on their guard against the numerous imitations of these pessaries, offered by unscrupulous persons regardless of consequences. The genuine 'Soluble Pessaries,' which alone I can recommend with confidence, are those introduced some years ago by W. J. Rendell." There is nothing in these pessaries to irritate the woman's vagina or the male organ, and their continued use is perfectly harmless.

Richard Harley, M.R.C.S., L.R.C.P., L.M.S.S.A., in his recent "Womanhood and Marriage," on page 134 writes: "In the view of the writer, the best soluble pessary on the market is the kind known as Rendells 'Wife's Friend.' This pessary is manufactured under perfect hygienic conditions."

The pages of the "*Lancet*" have also carried testimony of the Rendell type of Pessary. As far back as 1899 we find W. Wright Hardwicke, M.D., M.R.C.P., L.R.C.S., in the pages of that Journal, offering his testimony to the value and importance of its tonic and astringent properties as a remedy against certain disorders. Again in 1927 in the same Journal Arthur E. Giles, M.D., B.Sc., M.R.C.P.(Lond.), F.R.C.S. (Edin.), speaking of the soluble pessary says: "This is one of the most dependable methods, and it is free from the objectionable features common to some other plans."

The following appreciation is typical of many regularly received from Medical Men: "As one who has used with satisfaction your Soluble Pessaries, as well as regular y prescribed them in suitable cases, I write this letter to you. Personally, the Pessaries have given me complete satisfaction, and all my patients have expressed themselves in similar terms, and am grateful to you as makers for producing such a useful article." *W. F. D., Palestine*


W. J. Rendell's "Wife's Friend" Soluble Pessaries.
The reliability of Rendell's Pessaries is fully set out in
"The Wife's Handbook" p. 80
Be sure and look for autograph Trade Mark on the labels to prevent disappointment.
W. J. RENDELL, London
Trade Mark
All trading rights

Obtainable from all Chemists Everywhere
2/6 PER BOX

W. J. Rendell, Ltd., will pay £1,000 to Charity if any person or persons can prove that each box of Pessaries contains one which is ineffective. There is a false report spread by certain persons who endeavour to mislead the public into believing that every box contains a useless pessary, in some cases even supporting their statements by declaring it is made compulsory by law.

Our Solicitors are instructed to take proceedings against any person found to be circulating this false report.

EVERY RENDELL PESSARY IS, AND ALWAYS HAS BEEN, ABSOLUTELY EFFICACIOUS.

The TESTIMONY of Users

" I would like to inform you now that I have used your Pessaries for ten years and can vouch for their reliability."

Mrs. F., London, E.C.

" Used them with success and think highly of them."

Mrs. S., Ontario, Canada.

" I have used your Pessaries for the last 19 years, and I need hardly say that I have always found them very serviceable and suitable to this climate, whether in Lower (damp) or Upper (dry) Egypt."

J. C. G., Ramleh, Egypt.

" I have used them for 20 years."

H. B., Vancouver, Canada.

" I have advised scores of women to use them as I have done myself for 19 years."

Mrs. E. A., Huddersfield.

" Indeed I find them a very good friend."

Mrs. V. J., Birmingham.

" I think they are very reliable, and I recommend them to my married friends whenever occasion demands."

Mrs. I. B. I., Bolton.

" Found them a great success, so I am recommending them to my daughters."

Mrs. K., Portsmouth.

" I have used your Pessaries for 3 years, and have found them quite satisfactory, for which I am very grateful, as we are not in a position to afford a large family."

Mrs. A. J. C., Swansea.

" I am pleased to say that I have used them for 20 years and they have never failed."

Mrs. J. W. G., Northampton.

" I always use the Pessaries and think they are splendid."

Mrs. T. R., London, N.W.6.

" I do not like to be without them, they are so simple yet so reliable."

E. P., Hatch End.

" We both send our greatest thanks to Rendells."

Mr. & Mrs. E. A., Peterboro'.

" The chemist from whom I am buying them told me that they are the best out."

D. R. J., Llanelly.

For the convenience of customers it is only necessary to detach the lower half of this page which is a prescription form.

Hand this to your chemist and he will at once know what to supply.

W. J. RENDELL, LTD.
Hardwick House,
161/165, Rosebery Avenue,
LONDON, E.C.1

CUT ACROSS HERE

Rx

Please supply one box Rendells Pessaries—2s. 6d.